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DIG & DUNG

Sales and Service Bulletin
WITH 1938 TRADE PRICES
ON

WD DAHLIAS WD

WAYLAND DAHLIA GARDENS

E. R. Ryno, Prop.

Wayland, Mich., U. S. A.

Printed in U. S. A.

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U. S. DEPARTMENT OF AGRICULTURE

WASHINGTON, D. C.

BUREAU OF PLANT INDUSTRY
Fruit and Vegetable Crops and Diseases

M. R. N

GPO 8--3591

DIG & DUNG

There is no soil, however barren and unproductive, that cannot, by well digging and dunging, be made fertile and prolific.---Adapted from Cervantes' DON QUIXOTE, Part II, Chapter XII.

Sales and Service Bulletin

VOL. 7

WAYLAND, MICHIGAN, U. S. A., SEASON OF 1938

No. 1

FIELD NOTES

With thousands of varieties of dahlias already introduced and several hundred more new ones being offered each year it is utterly impossible for the commercial grower to keep stocked up with everything, especially when it is necessary that each variety be grown in considerable quantity before it can be of any interest to the wholesale trade. During the past ten years we have discarded probably more than three hundred varieties of dahlias, all of which had more or less merit but for some reason or other did not quite come up to our requirements.

In an effort to standardize our list so far as possible we have been following a system of grading of varieties based on a strictly commercial point of view, as follows:—

	Total	Basic
Uniformity of growth	30	30
Root maker	40	20
(Allow 4 roots as basic, add 5 points for each additional root up to 8)		
Form of root	10	10
(Deduct for long slender root or root with slim wiry neck easily broken, or extra large or extra small roots, up to 5 points)		
Keeping quality of roots	20	20
(Deduct for tendency to stem rot and tendency to shrivel, up to 10 points)		

Varieties scoring less than 70 points will almost invariably pass off the market automatically or as you might say, will become run out, while those scoring 80 points or more are retained until something better in a similar type and color appears to take their places.

In trying out new varieties we first select those which make a satisfactory showing on very heavy

ground. On such soil we look chiefly for size of bloom and intensity of color, because on these points heavy soil gives a much better showing than the lighter soil in our regular fields. These varieties are then tested on our lighter soil to determine their general suitability to commercial use. If any variety fails to come up to our standard on the points listed above we give it no further attention.

We still consider Jersey's Beauty, Jane Cowl and Mrs. I. de Ver Warner as the three greatest dahlias grown. They do well everywhere and meet all requirements of a dahlia for the average flower grower. No list is complete without these three varieties, and no dahlia show can be found in which they do not appear in prominence.

Other standard varieties which are just as worthy of a place in your list—varieties which will give just as great satisfaction to your customers—are Sagamore, Pride of Stratford, Bashful Giant, Edward T. Bedford, 'Laura Morris, Pride of California, Jersey's Beacon, Margaret Woodrow Wilson and The Commodore. Every one of these has giant blooms and good color which will make them stack up with any of the newer Honor Roll varieties. We grow all these varieties in immense quantities—our crop of Jane Cowl alone should be upwards of 100,000 roots this year—and we are able to take care of any order, regardless of size.

Aida, Countess of Pembroke, Darlene, Doazon, Purity, Queen Mary and Yellow Colosse are older varieties, but every one of them is good and will help fill out a collection of higher priced sorts so the whole collection can be sold at a popular price. For counter trade these varieties cannot be beaten, because they can always be depended upon to give satisfaction even in the hands of the

most careless grower.

If you want other varieties at just a little higher price, you can't beat Agnes Haviland, Delice, Jean Kerr, Mrs. Carl Salbach, Oregon Beauty, Swift and Venus. These are all excellent varieties, just as good as any of the newer ones and you need have no fear in recommending them to anyone.

Don't overlook the Art and Ball types in making up your list. The former has just as large blooms as the decorative, and the latter is coming into favor very fast, especially since the demand is growing for blooms that will keep in good condition for some time after being made up into pieces for sprays, decorations, etc.

In fact, we don't think any list is complete without at least a representation of each of the four types of dahlias.

We urge all our customers to visit us during blooming time, because it is impossible for us to give you a description of any variety that will equal the flower itself—especially when you see a million blooms at one time, all colors and forms perfectly blended in our planting arrangement. By going over our fields you can pick out just the varieties you want in each collection, and when you offer these to your customers you will be able to do so with the vim that comes from being "sold" on them yourself before you ask anyone else to buy.

Most of the giant blooms which are exhibited at the dahlia shows are grown from green plants. These plants have only one stem and absolutely no part of the original root. A small tuber with a single eye will invariably produce a better plant than a larger tuber, and this plant will produce as large flowers as can

(Continued on Page 3)

DIG & DUNG

PUBLISHED BY
WAYLAND DAHLIA GARDENS

E.R. RYNO, PROP.

WAYLAND, MICHIGAN

SEASON C F 1938

A good Sales Department and a poor Collection Department make just about as painful a combination in a business as do Inflammatory Rheumatism and St. Vitus' Dance in an individual.

Quite often some flower lover tells us about the kick she gets out of her dealings and correspondence with J. D. Long, of Boulder, Colo. Mr. Long is an expert letter writer and seems to have the knack of making his customers feel that they are dealing directly with the "big shot" and that every order is receiving his personal attention. This knack is almost a lost art in these days of big business, and we'll wager that "J. D." holds his customers year after year—the biggest factor in the success of any mail order concern.

And, by the way, this specification in Mr. Long's order last spring shows that he knows how to buy dahlias as well as write letters: "Send average size, no strings, no big old mother roots."

During the busy part of the spring when we are being flooded with orders our wits are usually keenest and many priceless selling ideas are bound to pop into mind that may never come up again. Always make a note of these ideas and file them away ready to be worked over when you get at your catalog in the fall. As the lisping cheer leader put it, "Come on everybody, put some enthuthiathum in it." A big stock of ideas will give you that "enthuthiathum" and that's what puts life in your copy.

None of our customers can afford to overlook the psychological factor in his advertising. The cumulative effect of monotony, the power of alliterative titles and headlines to attract attention, the varying of display through combining Roman and script forms, the mental effect of color, the pyramiding of price displays, etc., are all points that should be considered in preparing your ads and advertising matter.

One of my friends was copy writer for a large patent medicine concern. He stammered worse than Ambrose and it was his custom to walk the floor and dictate his ads to two stenographers, each of whom got as

much as she could of his speil, after which he would rewrite his copy and shape it up for the composer. One day one of the advertising representatives broke in on him just as he was in the midst of his dictation and got thrown out. A few minutes later after he had partially calmed down, I happened to drop in and he said, "C-C-C-Come on in R-R-R-Ryno, b-b-by G-G-God we've j-j-just had a r-r-riot." Mob or crowd psychology demands that a leader be in a riot mood, but always well under control.

In WHAT ABOUT RADIO, by Kenneth M. Goode (Harpers, 246 pages, \$2.75) we note, "One study of radio advertising, from its inception through 1934, found only fifty which were sales successes."

We have always felt that the plant and equipment of a business reflect to a very great degree the quality of its product; and we have therefore made every effort to have everything about our place the best that money could buy. Our warehouse is of concrete and steel construction built especially for storing dahlias, our propagating house and cold frames are of the best Lord & Burnham construction, and we use Myers' pumping equipment, Skinner and John Rust irrigation outfits, Gardex hand tools, etc., and so on through every detail, even to paper and boxes used in packing our product and in our effort to give our customers the very finest stock that can be produced.

Most of our customers have their catalogs printed by the A. B. Morse Co. For your benefit we will say that Mr. Stanley Morse spent two days at our place last fall taking natural color photos of the leading varieties, and we believe his negatives are available for your catalog. The use of color illustrations will do more than anything else to boost your dahlia sales.

During the packing and shipping season we have many odd lots of roots in surplus too small to admit of any special sales effort. From these odd lots we make up special sets of four dahlias, each set comprising one root of each Art, Ball, Cactus and Decorative type, each in a different color, thus presenting a complete range of types and colors in each set. The four roots are stamped A, B, C, and D, to indicate type, and packed in one wrapper with label indicating contents. This is packed in a strong set-up box, size $2\frac{1}{2} \times 2\frac{1}{2} \times 5\frac{1}{2}$ inches, with cultural directions included, the complete package weighing less than 8 ounces so it will go as third class mail for 4c to any part of the United States.

We supply these sets in units of 25, no orders for less than 100 accepted, at a special price of 11c per set, or we will mail them direct to your customers postpaid at 15c per set.

We suggest that you offer this set at 50c, and you will find it the best special feature you ever offered either in your regular catalog, or in your mid-season follow-up, or as a special radio offer, because it really gives your customer a bigger value than you could possibly sell them in the regular way for much less than double the price.

Orders for this item must be placed by Dec. 1st., as we have to buy our set-up boxes early and in quantities to meet our requirements only because of the large amount of storage space they take up.

We still believe a mid-season broadside is one of the most profitable pieces of advertising you can send out. One of our customers sold nearly two thousand collections of dahlias from 100,000 of such broadsides sent out last spring—approximately ninety roots per thousand.

When you consider what it means to sell a million dahlias a year and every one of these through the legitimate trade, you will appreciate the fact that we must do everything in the power of man to help customers sell dahlias to their patrons. We live with our business, eat with it, sleep with it, and have no other purpose than to make it a success. This diligence is all for you, because without your success in selling dahlias, we cannot succeed.

Mark Twain said that when he was a boy of 14, his father was so ignorant that he could hardly stand to have the old man around; but when he got to be 21, he was astonished at how much the old man had learned in seven years.


means

to you
!!!

FIELD NOTES

(Continued from Page 1)

be grown from the best green plant because the small tuber will sustain the sprout only until it puts out roots of its own, thus duplicating the conditions which are sought by the plant grower.

You have no doubt seen many of the new cactus dahlias, such as Miss Belgium, Golden Standard, Satan, etc. We are growing these new varieties, but as yet the price is necessarily much higher than on such varieties as Bride's Bouquet, Libelle, Bertha Horne, Celia, Golden West, J. H. Jackson, Rene Cayeux, Minamoto, Rheinischer Frohsinn, Scaramouche, Cigarette, Countess of Lonsdale, etc.; but when you visit our fields we want you to compare these varieties with the newer ones and see which ones are the best. In fact, we want you to ask the attendant to gather some of all these varieties—armsful if you please—and see what gorgeous beauty they present.

We have been growing dahlias for a great many years and we admit that in many points we have strayed from the beaten path as regards our method of handling our stock. Most growers wait until spring before dividing their clumps but this would be impossible with us both because of the very large number of clumps we have to divide and because of the fact that we usually start shipping in December. It is, therefore, necessary that we start dividing our clumps just as soon as we are done digging. When the divisions are made each root is carefully trimmed, all fresh cuts are treated with hydrated lime to prevent mold and rot and all roots are stamped with varietal number before being placed in our stock room where they remain until time for shipment. As we keep this room dark, cool and at a very high humidity point—just below the point of drip—we are thus able to carry our stock through in perfect condition without having roots rot or shrivel before spring.

Once in a while a customer will ask us to send him roots which have not been trimmed, treated or stamped. Where order is given early we can prepare roots in this manner but we really believe it is to the interest of our customers that we process roots in our regular manner because by trimming off unnecessary parts of the root we save on storage space, by treating each root we insure against all danger from decay and by stamping varietal number on all roots we avoid all possibility of varieties becoming mixed in handling.

As to the practice of treating the roots with hydrated lime. Mr. Luck, of the Isbell Seed Company, asked us if we did not think this tended to retard the growth of the roots. In our own planting we use plenty of lime—in fact, we pour a basinful over each crate when it leaves for the field—and we believe our fields will furnish a practical proof of the benefit to be derived from this treatment. Our plants are always uniform, thrifty and so free from aphids, thrips, etc., that we have never yet had to spray a single plant for these pests; and when we come to dig the clumps in the fall we very seldom find one of the mother roots which shows any sign of decay or deterioration in any way.

With so many years of experience and with such extensive plantings to back up our methods we believe all our customers can feel assured that stock is handled absolutely right at our point, especially when it is considered that all this extra work on our part costs money which we certainly would not spend if we did not think it necessary.

Another point regarding the dividing of clumps. Many growers use clippers in this work because without question clumps can be divided much faster with clippers than by any other method; but we prefer the use of sharp knives in this work because a knife makes a clean cut without haggling and without danger of bruising the eye which cannot be avoided when clippers are used.

Many of our customers have us ship their orders direct in which case we assume full responsibility for all replacements. During our years of experience these replacements have actually averaged less than 1%, so we know positively just what results our stock is giving in the hands of the planters. All orders are filled with exactly the same grade of stock and where you fill orders direct from your place you may be certain that if the roots are handled carefully at your point you will get the same satisfactory results as we get on direct shipment.

Most of our seed house customers depend largely upon us to suggest varieties suitable for their list. In making such suggestions we consider not only the quantity of stock available but also the lists of varieties which are being used by other customers, thereby avoiding duplication so far as possible. We regard your interests as of vital concern to ourselves because our business depends entirely upon yours. If you don't sell dahlias to your customers, you certainly won't buy them from us.

We took a load of "sweet young things" down the main street of a nearby city just to note their reactions on the window displays. Going at 25 miles per hour the first thing that caught their attention was price, next style and last color.

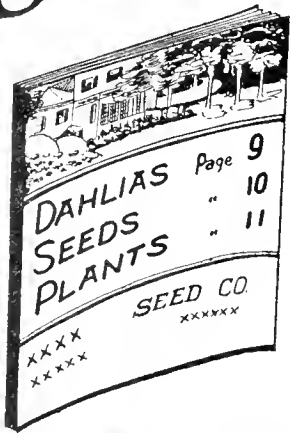
HAZEL RYNO

New Cream and Lavender Sport of Laura Morris

Last year in roguing our fields we discovered a sport of Laura Morris that was so striking that it immediately attracted the attention of everyone who visited our gardens. It was placed in our propagating house and we were successful in obtaining about forty plants of it, and these are now in bloom at our gardens showing the true color of the sport without any tendency to revert to the color of the parent. It is identical to Laura Morris in form and manner of growth, but instead of having the deep yellow blooms which are characteristic of Laura Morris it is a beautiful shade of lavender pink with creamy white center. This dahlia is being grown among the Honor Roll varieties in our gardens this year and those who have seen it so far have not hesitated in pronouncing it the most beautiful dahlia in the lot.

We are calling your attention to Hazel Ryno so you will keep it in mind when you call this fall; but stock is so limited that we cannot offer it to our customers this year. For the benefit of those who wish to get started on it while new, however, we have arranged with Zant's Wildwood Gardens, 2160 E. Fulton St., Grand Rapids, Mich., to supply sturdy green plants of the variety at \$5. each. Those of you who have an outlet for strictly new varieties will find Hazel Ryno one of the finest additions you can possibly make to your list.

Your



new Catalog

In our last year's bulletin we told you that our experience extending over a number of years had shown that you would require a total of from 20 to 70 tubers per 1,000 copies of your catalog; this number varying according to the space devoted to dahlias, strength of display and whether or not color is used in their presentation.

We asked all of our customers to spread themselves a little last year and by crowding dahlias a little stronger than usual try and raise this average by at least 5 more tubers for each 1,000 copies of their catalog. As a result our records show that nearly all of our customers sold more than 50 tubers, two of them sold better than 90 and the Inter-State Nurseries topped this list by selling 117 tubers per 1,000 copies of their catalog. We are taking last season's record as a basis and have increased your quota 10% this year with the hope that every one of our customers will do even better than that.

Those who sold the largest number of tubers offered them in standard collections of four to six varieties at the popular price of \$1.00 per collection. Collections offered at 89c, \$1.19, etc., almost invariably were poorer sellers than those offered at \$1.00 even though in some cases they included better varieties and were actually better values for the money. Where a gift tuber was offered in case two or more collections were ordered better than two-thirds of the orders took advantage of this offer.

So many new varieties of dahlias are being offered each year that the temptation is very strong for the seedsman to discard the standard

varieties and feature the new ones. Many of us lose sight of the fact that new varieties are available in limited quantities only and necessarily cost more money from the grower and must, therefore, sell for more money to the retail customer. To determine just how well known these new varieties were to the general public we asked the great Inter-State Nurseries to cooperate with us in circulating a questionnaire among a number of people selected at random from their mailing list. This questionnaire asked these questions:

Do you raise dahlias in your garden?

Do you grow Jersey's Beauty?

Do you grow Jane Cowl?

Do you grow Mrs. I. de Ver Warner?

What, in your opinion, are the two best dahlias you have grown, or actually seen growing, during the past two years?

Out of 1,000 of these questionnaires sent out there were 124 responses. Of these 38 did not raise dahlias in their garden although several of the 38 lived in neighborhoods where dahlias were grown with success. Of the 86 who grew dahlias nearly all grew the three most popular varieties and of those who expressed an opinion as to the best ones the following is the result: Jersey's Beauty, 27; Jane Cowl, 23; Mrs. I. de Ver Warner, 12; Satan, 4; Kathleen Norris and Thomas A. Edison, 3; 2 each of the following: California Idol, Murphy's Masterpiece, Ruth Vaughan, Dr. John Carmen, Jersey's Beacon, The Commodore, Treasure Island, Prince of Persia, and Monmouth Champion; and 1 of each of the following: Daddy Kemp, Rookwood, Harry Mayer, Halo, The Emperor, Red Wonder, Eagle Rock Fantasy, Jean Kerr, Kentucky, Vivian, Amber Queen, Pride of California, Avalon, Judge Alton B. Parker, Paul

Pfitzer, Marmion, Margaret Woodrow Wilson, Ruby Vallee, The World, Rose Fallon, Salbach's White, Margaret Masson, Trentonian, Adorable, Charles Chaplin, King of the Blacks, America's Sweetheart, Kay Francis, Helen Ivans, Little Jewel, W. H. T., Mary F., Amelia Earhart, Kemp's White Wonder, Lord of Autumn, U. S. A., Palo Alto, Earl Williams, Dorothy Stone and Oregon Beauty.

It will be noted that 876 of these questionnaires brought no response and we can, therefore, assume that 87.6% of your mailing list have not yet become interested in dahlias. This is not because the dahlia is difficult to raise or because it is too expensive for the average person but because we have not yet tilled our field thoroughly. We find the same condition right here in our immediate vicinity where we have grown dahlias for years without a single crop failure and everyone in this part of Michigan knows about our dahlias yet not one in a hundred has any dahlias growing on his place.

Based on the responses we find 8.6% of the average mailing list actually grow dahlias. If a single collection of four dahlias can be sold to each one of these people it would mean 344 tubers per 1,000 copies of your catalog. I don't think any of us should be satisfied until we have attained the point of a sale of at least 250 tubers per 1,000 catalogs. We are putting it up to our customers to reach this point.

When we receive a catalog naturally the first thing we look for is dahlias. A departmental index on the front cover of your catalog would make it much easier to find any particular item you offer. You will notice that Burpee uses such an index and it is no trick at all to find any particular department. Sort of a floor superintendent.

DAHLIAS IN THE 1937 CATALOGS

Dealer	Space Devoted	Color Illust.	B. & W. Illust.	No. Varieties Listed *
Burgess	1 2/3 pages	----	3	40
Burpee	3 pages	----	3	120
Condon	2 pages	----	5	26
Dreer	3 pages	6	3	55
Field	1/2 pages	3	----	17
Inter-State Nurseries	2 pages	5	----	19
Isbell	1 pages	1	----	12
R. M. Kellogg Co.	2 pages	3	1	16
Earl May	1 pages	4	----	13
Pike	1 2/3 pages	----	4	38
Salzer	2 pages	----	6	50
Sonderregger	1 pages	----	----	42
Templin-Bradley	2 1/2 pages	----	1	15
Vaughan	4 pages	1	4	155
Will	1/2 pages	----	2	5

* In this column we do not include mixed or unnamed dahlias offered

PLEASE NOTE THESE POINTS

QUALITY

Our dahlias are all grown on fertile, sandy loam and we believe the tubers we produce are of the very highest quality you can possibly obtain. Our tubers are not over large in size as are those grown on clay and heavier soils and they are always clean, plump and fully matured and keep perfectly until planting season without rotting or shriveling.

SERVICE

We believe the service we give our customers is as near perfect as is humanly possible. Orders are filled promptly, bulbs are carefully inspected before packing and we pack in light, strong containers so they will reach you in perfect condition, yet without danger of injury in transit. We are equipped to put up bulbs in any special type of package required and to ship direct to customers under your own labels if so desired.

INTEGRITY

We have been growing dahlias for many years and supply nearly all of the seed and nursery houses of national repute in the great mid-west as well as florists and many nursery and seed houses in all parts of the United States. In all this time we have never yet received a complaint from any customer as to stock being of poor quality or not true to name. We try to impress on our customers the importance of considering this point of integrity of the grower when making connections for their supply.

Where stock is procured from other sources under special instructions from our customers, we of course cannot assume the responsibility for such stock beyond the point of making it good another season in case it does not prove true. For this reason we especially request our customers to adhere to our published list rather than ask us to obtain for them varieties which we do not grow ourselves.

PRICE

Our prices are based on the actual cost of production regardless of what other growers may charge for the same variety. These prices are the same to all customers under the same conditions and will not admit of any further reduction in any case.

RESERVATIONS

We are glad to book orders for stock to be reserved or held for shipment at a later date, without deposit or obligation on your part to take the stock so reserved, assuming of course that your reservation order is placed in good faith, and that you will look to us for such part of stock reserved as you may actually require in filling your orders.

Where full reservation has not been taken by May 1st., we assume that any balance remaining uncalled for at that time will not be required and that we are at liberty to release same to other customers after that date unless definitely instructed otherwise. Where we are holding stock to be shipped direct as ordered, reservations hold good until June 1st., after which date no orders can be filled.

The fact of a reservation order having been accepted does not imply acceptance of credit.

SMALL ORDERS

While we are pleased to receive small orders from those who may wish to try out our stock, or who may need some special items on which they are short or which may not be obtainable from their regular source of supply, we cannot accept orders for one or two roots only of each of an extended list of varieties. Remember, we do not accept retail orders and refer all retail customers to the regular retail trade.

CREDITS

If total order amounts to less than \$25.00, please do not ask us to extend credit because it is impracticable for us to obtain special credit reports on customers whose orders are for less than that amount. If total order amounts to more than \$25.00, credit will be granted only when we consider same justified by report from commercial agencies.

No tubers will be sold on deferred or installment payment plan and no further credit will be granted to those whose accounts are in arrears.

EXCLUSIVELY WHOLESALE

We cater exclusively to the legitimate seed and nursery trade, and do not purposely send our prices and bulletins to any other people. Occasionally, however, these reach the hands of those who are not entitled to receive them. For the benefit of our customers, therefore, we wish to state that we do not consider a printed letter head or business card as sufficient evidence of trade classification. If you are not listed in the regular trade directories, please send us a copy of your printed price list or other evidence that you are actually engaged in the business of selling stock in the seed, nursery or floral line.

ORDER EARLY

In spite of the fact that every element of cost that enters into our product is going up—wages 20%, paper and boxes 25% to 40%, increased taxes, etc.—it will be noted that we have advanced our prices on only a few items, while many others have been lowered considerably. We urge all customers to get their reservations in early, as it will be impossible for us to maintain our prices as quoted after our own stock is sold out and it becomes necessary for us to obtain additional stock from other growers.

Trade Prices for 1938

Prices are quoted per hundred tubers. Ten or more will be sold at the hundred rate. For less than ten tubers of one variety add 20%. Reservation orders placed in the fall and orders to be shipped before January 1st. are accepted at minimum or thousand rates regardless of quantity ordered for any one shipment.

10% extra count is given in all cases—, that is, 11 for 10, 110 for 100, etc.,—except where tubers are packed in special boxes or cartons ready for reshipment—to take care of any possible replacement claims and to help defray transportation charges.

As packed for shipment tubers weigh approximately 15 lbs. per hundred.

All our stock is absolutely dependable, field grown from tubers, not plants—planted early, carefully rogued and fully matured before dug. Stored under ideal conditions, all tubers are fresh and plump, carefully cut, trimmed and sorted by expert cutters—no haggling, no broken necks, no culls—every tuber with a good eye, full of vitality and sure to please your most exacting customers. No tunts, mosaic or diseased plants in our fields, and no junk or untried varieties in our list.

If tubers are to be wrapped and labelled individually for resale, add \$1. per hundred to prices given. Where order is of sufficient size to warrant—one hundred or more tubers of a kind, and not less than ten kinds—we will, if desired, use a special label, similar to our regular blue label, but bearing your own name or trademark, and printed on stock in your own choice of color (unless color is already reserved for another customer) with our regular white semi-parchment wrapper, at same rate. This will enable you to offer stock under your own exclusive label.

(A) Art or Peony-flowered (B) Ball or Show (C) Cactus (D) Decorative.

We have discontinued the growing of pompons, singles and collarettes entirely, and cannot supply varieties of such types.

At \$10. per Thousand

SECONDS—We should have about 200,000 second grade roots to spare this year for planting purposes. This stock is untrimmed, unstamped and unsorted, and while it is made up from the more than four hundred varieties of dahlias we grow, it is offered “as is”, without guarantee as to variety or viability, but with the belief that a stand of not less than 75% may be expected from the stock when planted. This is the same grade we use in our own planting, and while not recommended for resale, will make some very excellent stock for those who wish to make a mass display or who want plants for cut-flowers only. No orders accepted for less than 500 roots of this grade.

At \$2. per Hundred

\$15. per Thousand

MIXED—This lot is made up from rogues as dug from our fields before our regular digging starts, as well as from surplus lots in our regular list. All roots are first grade and make an excellent lot to offer at 10 or 12 for \$1.

At \$2.50 per Hundred

\$20. per Thousand

Named varieties, each variety properly labelled, our selection of varieties and types, customer's choice of color so far as possible, but not guaranteed. In this lot we include standard varieties which are especially suitable for counter trade of Department Stores, etc., at 10c retail—such varieties as will stand the frequent handling, exposure, etc., to which stock on open counter is subject, and yet will prove most satisfactory to customers.

At \$3. per Hundred

\$25. per Thousand

Aurore (A) Orange salmon
Jan Olieslager (A) Yellow
Mad. Von Bystein (A) Lilac pink
Queen Wilhelmina (A) White
A. D. Livoni (B) Popular pink
American Beauty (B) American Beauty red
Bonnie Blue (B) Bluish
Dee-lighted or Roosevelt's Smile (B) White
Dreer's White (B) White
Floral Park Jewel (B) Red tipped white
Maude Adams (B) Popular white and pink
Storm King (B) White
Stradella (B) Rose purple
Tillamook (B) Blush
Vivian (B) White tipped purple
Yellow Duke (B) Yellow
Bride's Bouquet (C) White
Emily Russel (C) American Beauty shade
Kreimhilde (C) Cream and pink
Lawine (C) White faintly tinged lavender
Libelle (C) Royal purple
Melody (C) Yellow often tipped white
Perle de Lyon (C) White
War Dance (C) Yellow and red
Zephyr (C) Pink
Aida (D) Maroon
Countess of Pembroke (D) Lavender
Darlene (D) Shell pink. The pink Jean Kerr
Doazon, (or Big Gus), (D) Giant orange scarlet
Flora (D) White
Mrs. J. G. Cassatt (D) Dark pink
Purity (D) A very fine, large white
Queen Mary (D) Rose pink
Yellow Colosse (D) Yellow

At \$4. per Hundred

\$30. per Thousand

Geisha (A) Yellow and red
Polar Star (A) White
Sweetheart's Bouquet (A) Salmon rose and fawn
Clara Seaton (B) Yellow brown
D. M. Moore (B) Deep maroon, almost black
Grand Duchess Marie (B) Brown orange
Bertha Horne (C) Popular bronzy yellow
Betty Austin (C) Pink rose, yellow base and tips
Celia (C) Lavender pink
Etenard de Lyon (C) Purple lavender
Golden West (C) Yellow overlaid orange
J. H. Jackson (C) Maroon
Rene Cayeux (C) Brilliant red
Agnes Haviland (D) Rose pink and yellow
Delice (D) Popular pink
Dr. Tevis (D) Salmon rose
Jean Kerr (D) White
Mina Burgle (D) Popular red
Mrs. Carl Salbach (D) Lavender pink
Oregon Beauty (D) Brilliant red
Sequoia Gigantea (D) Yellow tinged red
Swift (D) Yellow
Venus (D) Popular white suffused lavender

At \$5. per Hundred

\$40. per Thousand

Camille Franchon (A) Red, lighter tips
Cleopatra (A) Dull gold
Diana (A) Scarlet. This is the true Marean Diana.
Rosalia Styles (A) Rose pink
The Billionaire (A) Yellow orange
White Cap (A) White
Ballet Girl (C) Orange and white
George Walters (C) Salmon pink and yellow
Marguerite Bouchon (C) Pink with white center
Minamoto (C) Large dazzling scarlet
Rheinischer Frohsinn (C) White and carmen rose
Scaramouche (C) Indian red
Sunset Glow (C) Scarlet tipped yellow
Catherine Wilcox (D) Pinkish white tipped red
Dakota (D) Flame
Dorothy Sager (D) Salmon and orange. Excellent cutter
Elizabeth Slocombe (D) Red purple
Le Grande Manitou (D) Lilac striped purple
Liberty Bond (GOLDEN DAWN) (D) Buff orange and salmon
Mabel Thatcher (D) Creamy yellow
Mrs. I. de Ver Warner (D) Orchid lavender
N. C. 4 (D) Yellow and purple
Patrick O'Mara (D) Apricot yellow and orange
Pride of California (D) Red
Purple Manitou (D) Purple
Rosa Nell (D) Deep rose pink
The Millionaire (D) Lavender pink

At \$6. per Hundred

\$50. per Thousand

California Enchantress (C) Rosy pink
Cigarette (C) White edged orange
Countess of Lonsdale (C) Popular salmon pink
Gladys Sherwood (C) Large white
Kalif (C) Scarlet
Red Cross (C) Scarlet and gold
Springfield (C) The red Lonsdale
Tom Lundy (C) Dark crimson
Alexander Waldie (D) Cream overlaid pink

Atlantic Ocean (D) Yellow
Avalon (D) Yellow
Bashful Giant (APRICOT GIANT) (D) Apricot and amber
Bonnie Brae (D) Cream suffused pink
Champagne (D) Clear chamois
Charm (D) Burnt orange
Edward T. Bedford (D) Purple tinged silver
Ellinor Vanderveer (D) Glowing rose pink
Francis Larocco (D) Canary yellow
Giant Ruby (D) Red
Iowa (D) Maize tipped pink
Jane Cowl (D) Bronzy buff and salmon
Jersey's Beacon (D) Scarlet and buff
Jersey's Beauty (D) Popular pink
Judge Alton B. Parker (D) Yellow buff
Judge Marean (D) Popular orange and red
Le Toreador (D) Brilliant red
Margaret Woodrow Wilson (D) Creamy white suffused pink
Pride of Stratford (D) Best large red orange
Robert Treat (D) American Beauty red
Rosemawr (D) Rose pink
Sagamore (D) Apricot buff
Snowdrift (D) White

At \$8. per Hundred

\$60. per Thousand

Barbara Redfern (D) Large old gold and rose
Harry Mayer (D) Pale roselyn purple
Jersey's Mammoth (D) Giant mahogany and gold
Kentucky (D) Bronze sport of Jersey's Beauty
Laura Morris (D) Best giant deep yellow
Monmouth Champion (D) Orange flame
Penn Carter (D) Buff tinted apricot
Rose Fallon (D) Old gold
The Commodore (D) Large canary yellow
Wm. H. Hogan (D) Large red and white bi-color

At \$10. per Hundred

\$80. per Thousand

Dad (D) Large red
Paul Michael (D) Old gold
The Emperor (D) Maroon
Thomas A. Edison (D) Royal purple
W. H. T. (D) Old rose

At \$12. per Hundred

\$100. per Thousand

Fort Monmouth (C) Maroon
Kathleen Norris (D) Large pink
Kemp's White Wonder (D) Giant white

At \$15. per Hundred

\$120. per Thousand

Black Jack (D) Dark maroon
Pan (D) Vivid scarlet
Pres. Franklin D. Roosevelt (D) Red with lighter reverse

At \$18. per Hundred

\$150. per Thousand

Lord of Autumn (D) Large yellow
Ruth Vaughan (D) Large LaFrance pink

Dahlias for Counter Trade

Floral and seed stores and nurseries who operate retail stores during the planting season always prefer to have tubers wrapped and labelled individually, especially for counter trade.

At a small extra charge of \$1. per hundred, or one cent per tuber, we pack each tuber in fine, clean sawdust, wrap in white semi-parchment and seal with our special printed blue label, showing name of variety, type and predominating color. By this method tubers are kept fresh and plump for weeks, and there is no breaking of sprouts or mixing of varieties through frequent handling.

Stock presents a more salable appearance—in fact, looks like a Christmas package—and customers can pick out just what variety or type or color they want from label description.

Furthermore, customers know that stock is of known origin and not a cheap job lot of tubers, and are willing to pay more for it because they feel that they are sure of getting genuine stock that is really worth more than ordinary stock such as is usually offered at the "five and ten" stores.

By actual test, placing this stock

side by side with bulk stock, it will outsell such stock two to one, even when offered at twice the price. Try it and see for yourself which stock will make you the most money.

The D. V. Burrell Seed Growers Co., of Rocky Ford, Colo., say, "We believe this demand (for seeds of known origin) will grow until planters will require from their seedsmen seeds in the grower's original sealed packages." This should apply to other nursery products, and we believe we were the first, and so far as we know are still the only, grower to offer dahlias for resale in original packages.

Supply Your Customers With Genuine



BLUE LABEL DAHLIAS

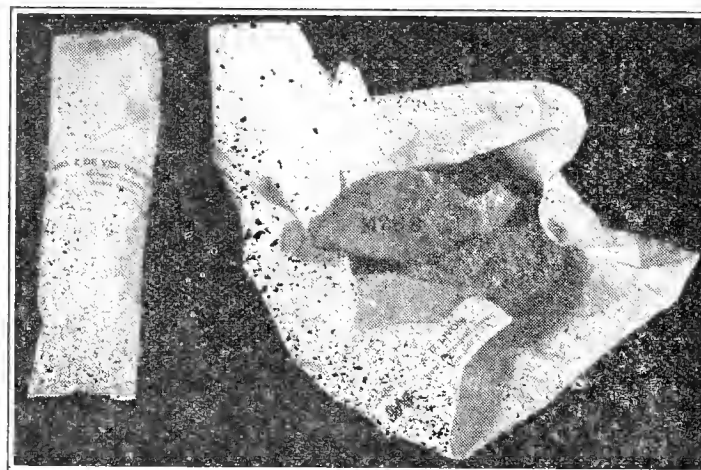


They

LOOK BETTER

KEEP BETTER

SELL BETTER



And

THEY

ALWAYS

SATISFY

Assortment No. 1.

Made up from our most popular garden and cut-flower dahlias—such varieties as we sell to those who call at our gardens at 25c each or six for \$1.00—, should sell readily over your counter at 10c each or twelve for \$1.00.

250 Tubers, wrapped and labeled as above, not less than ten varieties of best selling types and colors. (Order full assortment No. 1) **\$8.00**

125 Tubers (Order half assortment No. 1) **\$4.25**

Assortment No. 2.

Made up from our most popular garden and exhibition dahlias—such varieties as we sell to those who call at our gardens at 35c each or four for \$1.00—, should sell readily over your counter at 25c each or six for \$1.00.

250 Tubers, wrapped and labeled as above, not less than ten varieties of best selling types and colors. (Order full assortment No. 2) **\$12.50**

125 Tubers (Order half assortment No. 2) **\$6.50**

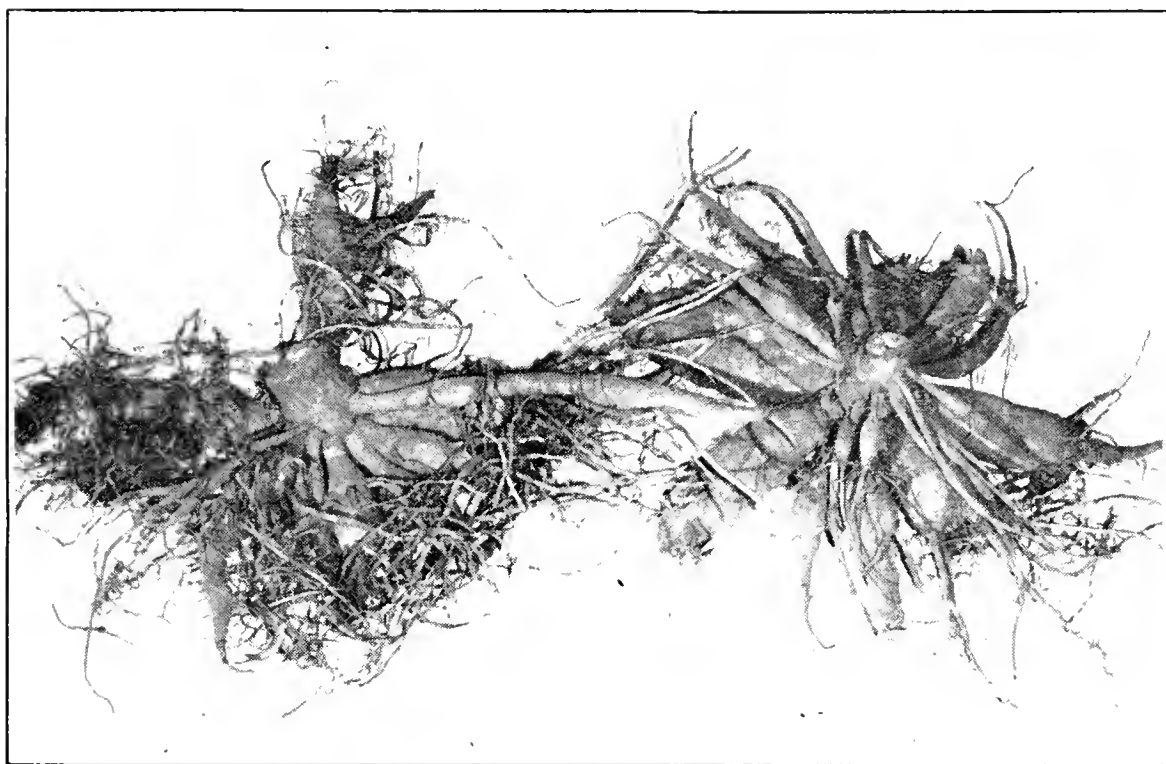
Both full assortments, 500 tubers in all ----- **\$20.00**

Both half assortments, 250 tubers in all ----- **\$10.50**

All stock in above assortments is strictly high class and to enable you to guarantee same to your customers, we give 10% extra count to take care of any possible replacement claims. Colored window posters and a liberal supply of cultural leaflets are included with each assortment.

Modern Methods of Merchandising Applied to Products of the Nursery

Grown Where Dahlias Grow Best



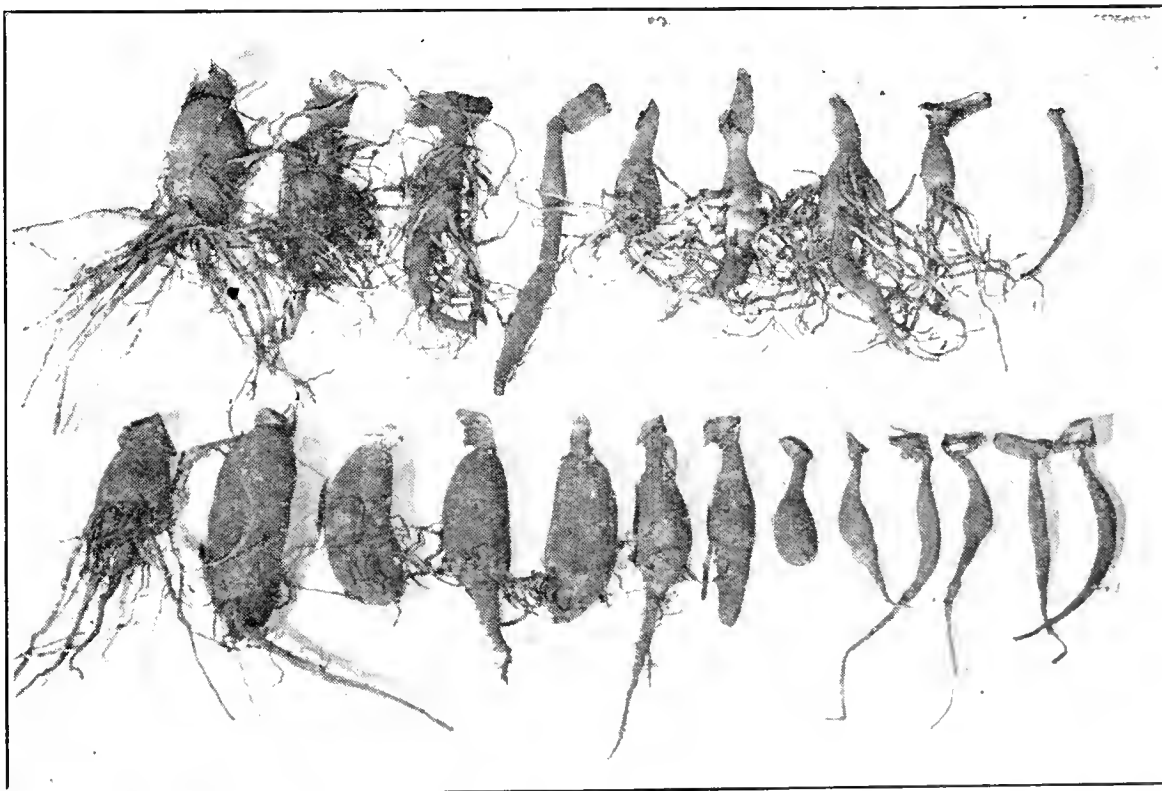
The season of 1936 was probably the most trying one that the dahlia growers in all parts of the country have ever experienced. Extreme heat and continued drought prevailing until the middle of August shortened the growing season to such an extent that practically all growth had to be made within a period of six weeks. In spite of this fact we harvested a very good crop of roots, which, although not large in size, were fully matured and kept perfectly through the winter with practically no loss from rot, thus demonstrating beyond a doubt that our fertile sandy loam makes the ideal soil on which to produce the finest dahlias in the world, and fully justifies our slogan as stated above.

We are showing on this page roots which were typical of our 1936 crop. In the upper cut we show two clumps of standard varieties just as dug from our fields. The clump at the left measured 23 inches across and weighed 1 lb., 12 ozs. The clump at the right was 14 inches across and weighed 2 lbs., 5 ozs. In the bottom cut we show the divisions cut from these same clumps. The

top row was cut from the clump shown at the left above. You will note that there were nine good divisions including the "mother" root (shown at left end) of which five would trim out as No. 1 salable roots, the balance being classed as seconds and saved for use in our

own planting. The bottom row shows thirteen divisions including the "mother" root cut from the right hand clump above. Of these, six roots would trim out as No. 1 salable stock, and the balance would go into seconds or planting stock. Note that every one of these roots, both the No. 1 and second grade, is plump and firm, has a sound neck and good eye, and not one will fail to make a husky plant with lots of vitality—stronger and better in every way than can be grown from excessively large roots such as would be grown on heavier soil.

At the date of this writing (Aug. 20, 1937) our plants look better than they did at digging time last year, and with a good rain last night and with several weeks yet to go, we believe we shall harvest this year not only the largest, but also the finest crop we have every produced. We are sure your customers will be more than pleased with the stock you send them.



Every Root sure to grow

Direct Mailing Service

<p>FLOWER BULBS PERISHABLE DO NOT DELAY From R. M. Kellogg Dahlia Dept., Wayland, Mich.</p>	<p>Order No. _____</p> <p>RETURN WITH INVOICE TO R. M. KELLOGG CO., Three Rivers, Mich.</p> <p>To _____</p>
	<p><input type="checkbox"/> No. 1 Dahlia Coll. <input type="checkbox"/> No. 2 Dahlia Coll. <input type="checkbox"/> No. 3 Dahlia Coll.</p>
	<p>Wayland Dahlia Gardens, Wayland, Mich.</p> <p>Please ship to above address the Dahlias as listed.</p>
	<p>Date Shipped _____</p> <p>Cost _____</p> <p>Postage _____</p> <p>Total _____</p>

POSTMASTER:—This parcel may be opened for Postal Inspection, if necessary.

INSPECTION CERTIFICATE

Michigan State Department of Agriculture Certificate of Nursery Inspection No. 4222

This is to certify that the Nursery Stock of R. M. Kellogg Co., Three Rivers, Michigan, has been examined and found apparently free from dangerous insects and dangerously contagious tree and plant diseases. Samuel T. Metzger, Commissioner. This Certificate to be void after Sept. 15, 1936. Bureau of Agricultural Industry, Paul Van Deine, Director; E. C. Mandenberg, in charge of Orchard and Nursery Inspection, Lansing, Mich., Sept. 10, 1934.

We are reproducing herewith, by permission of the R. M. Kellogg Co., the form of combination shipping order, invoice and mailing sticker used in filling orders for this customer.

Where customer lives outside the State of Michigan, we use a special inspection certificate copy, bearing our number, but no name, and stating that package was shipped from "your nursery in Michigan".

These blanks are supplied without cost to you.

In using this form you indicate on the right hand half the dahlias wanted and date to be shipped as well as your customer's address and order number. We pack and fill in cost of order, postage and date shipped, attaching left hand half of form to package mailed and returning right hand half with invoice to you.

By this plan you save cost of transportation and rehandling and are able to supply your customer with absolutely fresh roots direct from our cellars. We wrap roots, pack carefully in substantial cartons and the cost of this extra service is really less than it would be at your own place because we are especially equipped to handle this class of trade, buy our cartons in large quantities and save you double packing expense.

A large seed house in North Dakota writes, "We believe we will try to make most of our shipments direct from Wayland this coming season. This has proved very satisfactory and the returned vouchers show that the postage cost is at least as low or lower than we would have from here".

Customers who are located within the Japanese Beetle zone will be particularly interested in this service because it will relieve them of all bother of inspection of individual shipments.

Furthermore, we guarantee every root we send out for you to show sprout within three weeks from time of planting, or same will be replaced without expense to you provided letter of complaint from your customer is attached to order so we may know just why roots are to be replaced. Orders for replacement received after June 1st. will be filled the following season. This replacement guarantee applies only on direct shipments, and is made in lieu of the 10% extra count ordinarily allowed.

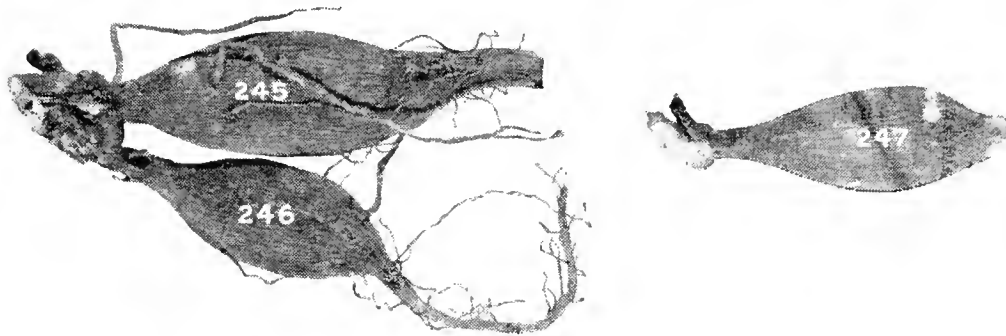
Where we advance postage charges we send you postmaster's receipt and bill for amount paid. This bill is supposed to be payable on receipt. Cost of roots is covered by separate bill and is optional with you whether root account be paid net June 1st., or on a basis of 3% discount for payment within 10 days.

All orders are known by number only in our records, and you may be assured that your customers' addresses will be held in strictest confidence at all times.

If you are interested in this service, we shall be pleased to give you any further information you may wish.

Wayland Dahlia Gardens, Wayland, Michigan

WHICH?



In the above cut we show at the left hand side the division as separated from clump. You will note that the eye is attached to figure 245; figure 246 has no eye and neck is cracked just below the crown. This part of the division is absolutely worthless and could only serve to make the division seem larger. Figure 247 shows the division trimmed ready for shipment. Note that all unnecessary parts of the division, including the fibrous roots and long tails are trimmed off leaving a clean, strong,

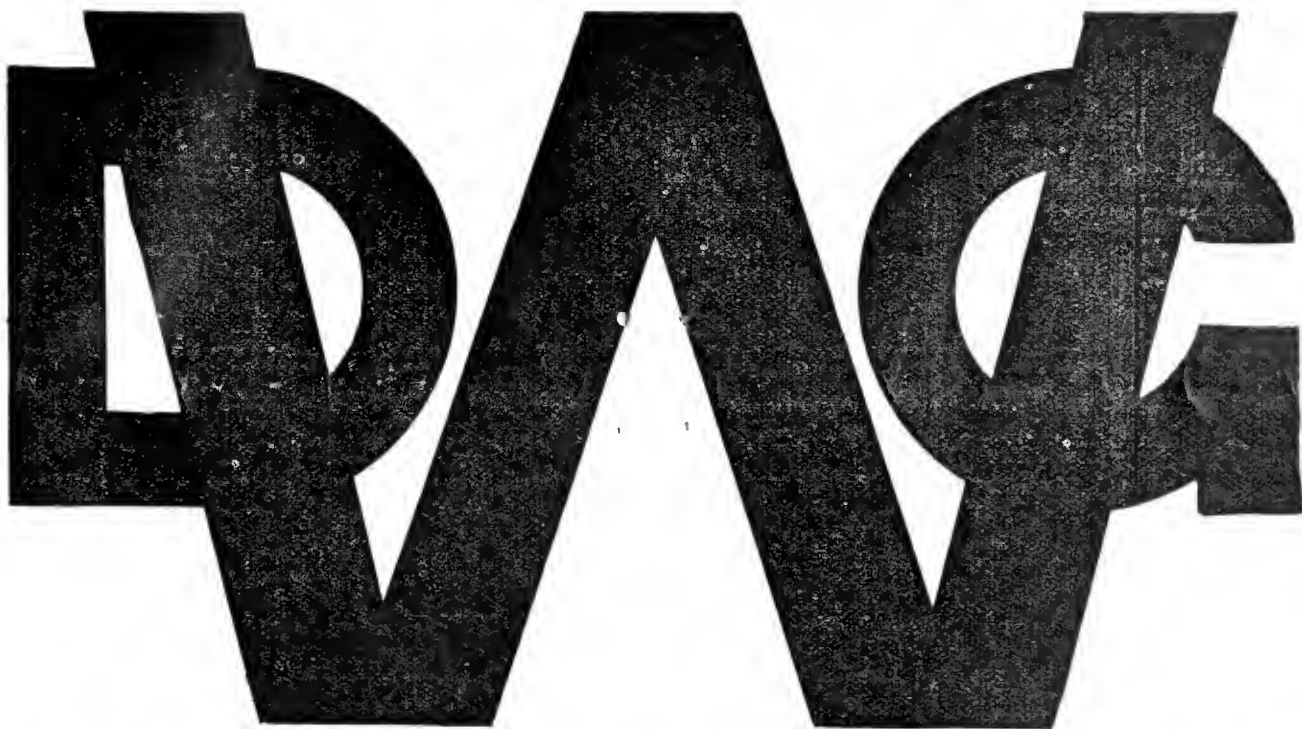
plump, healthy root with a sound neck and good eye ready for planting. The cut is about one-third actual size, the finished tuber, figure 247, having been about $4\frac{1}{4}$ inches long and weighing $1\frac{1}{2}$ ounces, or just about half what the original division weighed. To those who are used to buying their dahlias untrimmed our roots seem small, but why pay postage on unnecessary parts of roots and why send out stock that is unfinished in appearance any more than you would send out a peach or apple

tree with the trunk untrimmed or unstripped of side shoots?

If you want to compare ordinary stock with ours, take the roots of same and trim it up as we do, then lay the two divisions side by side. And at the same time note that this extra trimming means considerably more work in the matter of preparing stock which we give you without extra cost because we believe your customers will be better satisfied with such stock.

QUALITY

SERVICE



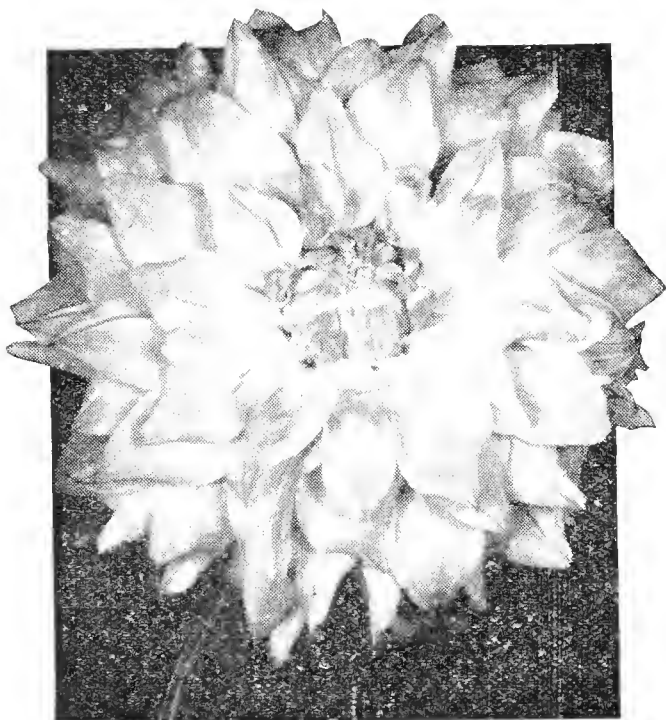
INTEGRITY

PRICE

WAYLAND DAHLIA GARDENS

WAYLAND · MICHIGAN

The Largest Exclusively Wholesale Dahlia House in the World



Ruth Vaughan

Greatest Pink Since Jersey's Beauty

This dahlia has been featured as an exclusive introduction by the R. M. Kellogg Co., during the past two seasons, and is being released to our other customers for the first time this year. It has been thoroughly advertised among millions of flower lovers, and should prove to be one of your best sellers. It is of the formal decorative type, about a half larger than Jersey's Beauty, clear LaFrance pink with slight yellow shading at base of petals, perfect form, profuse bloomer, rank grower, long, strong stems, and has everything that it takes to make it one of the most popular dahlias ever introduced. Under subdued light it is the most beautiful dahlia we have ever seen. And at the price, \$18. per hundred or \$150. per thousand, every one of our customers should be sure to include it in their list and thus be able to cash in on it while new.

WAYLAND DAHLIA GARDENS, Wayland, Mich.

Terms and Conditions

Not less than 10 tubers will be supplied at the hundred rate, and no wholesale orders will be accepted for less than \$5. unless the season's orders amount to at least \$10 in the aggregate, in which case all orders will be billed at the minimum rate.

While we seldom fail to complete accepted orders, we reserve the right to omit any part of order where unexpected or unavoidable shortage of any variety occurs.

We will not substitute unless specifically instructed to do so. If sold out of any particular variety when order is received, we will so advise at once.

All orders shipped at purchaser's expense and risk, and although we exercise every precaution to pack tubers safely against freezing, we do not guarantee against damage in transit.

All shipments bear Certificate of Inspection issued by our State Department of Agriculture; but it is distinctly understood that customers must assume all risk in regard to the entomological requirements of their respective states.

Always state time and mode of shipment, otherwise we will use our best judgment, but without assuming any responsibility in the matter.

No extra charge made for packing and delivery to carrier, except where tubers are put up in special packages for resale.

Claims for rejections, errors, or omissions must be made within ten days after arrival of tubers.

GUARANTEE—While we exercise the greatest care to have all our stock true to label, and hold ourselves prepared to replace, on proper proof, all that may prove

untrue, we do not give any warranty, expressed or implied, and in case of any error on our part, it is mutually agreed between the purchaser and ourselves that we shall not at any time be held responsible for a greater amount than the original purchase price of the stock.

TERMS—Unknown persons should send either cash in full with order, or 25 per cent with order, balance C. O. D. Parties whose credit is approved may order tubers shipped any time after December first, and invoice for same will be dated June first following. Accounts unpaid after that date are subject to an interest charge at the rate of 6 per cent per annum. No accounts carried where amount is less than \$25.

REFERENCE—As to our responsibility, we refer to the Wayland State Bank, Wayland, Michigan.

Wayland Dahlia Gardens, Wayland, Michigan